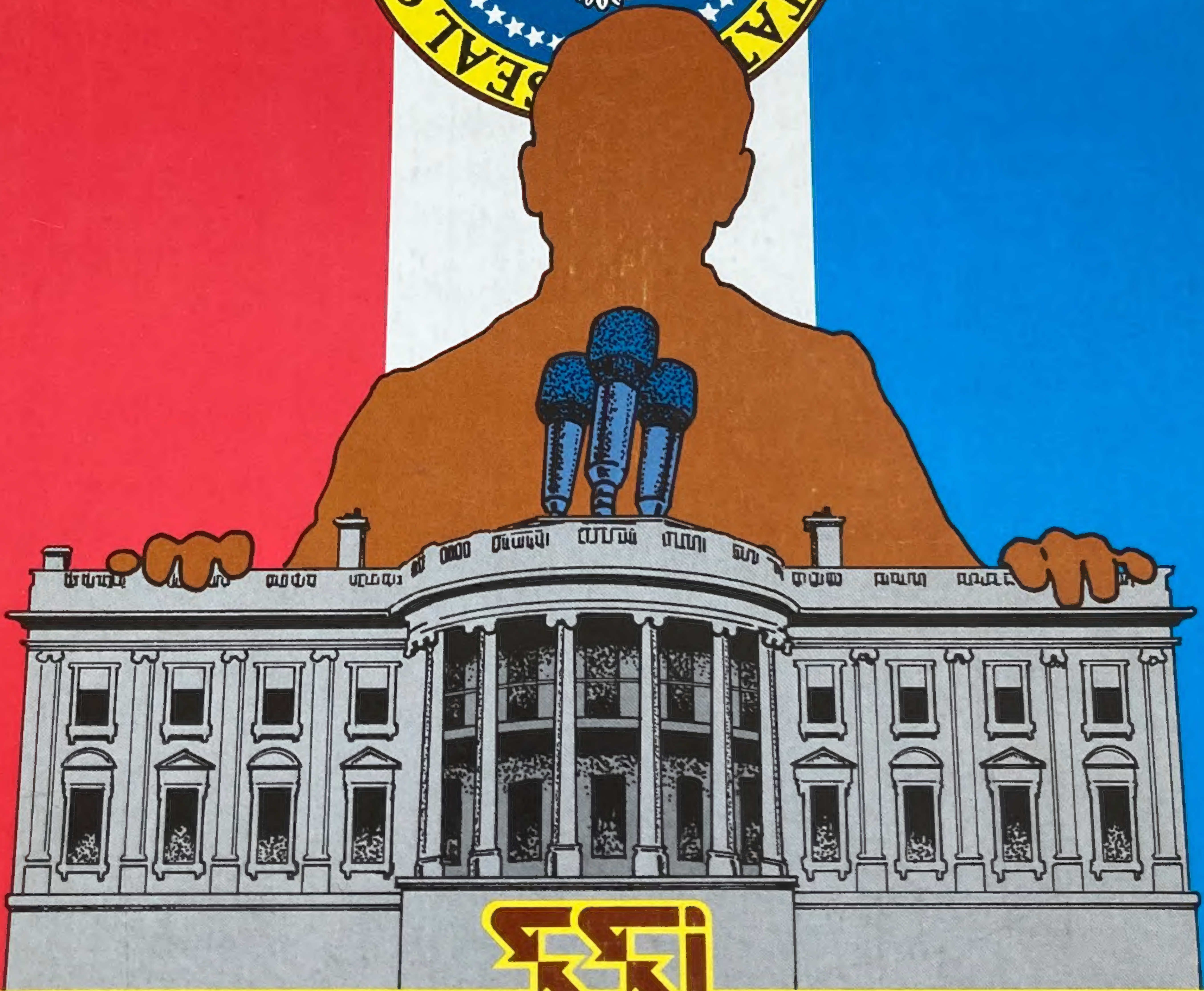


A COMPUTER STRATEGY GAME OF THE CAMPAIGN FOR THE PRESIDENCY

PRESIDENT ELECT™



STRATEGIC SIMULATIONS INC.

THE RACE FOR THE PRESIDENCY OF THE UNITED STATES IS ON!

And like a coach/runner, you set the pace and strategy for this grueling, nine-week marathon to win the highest office of the nation.

PRESIDENT ELECT™ is the perfect release for the armchair politician in all of us. Disenchanted with the way previous elections have gone? Disappointed with the campaign strategies of your favorite candidates? How would JFK and Ronald Reagan have done against each other? How would you do if you ran for president?

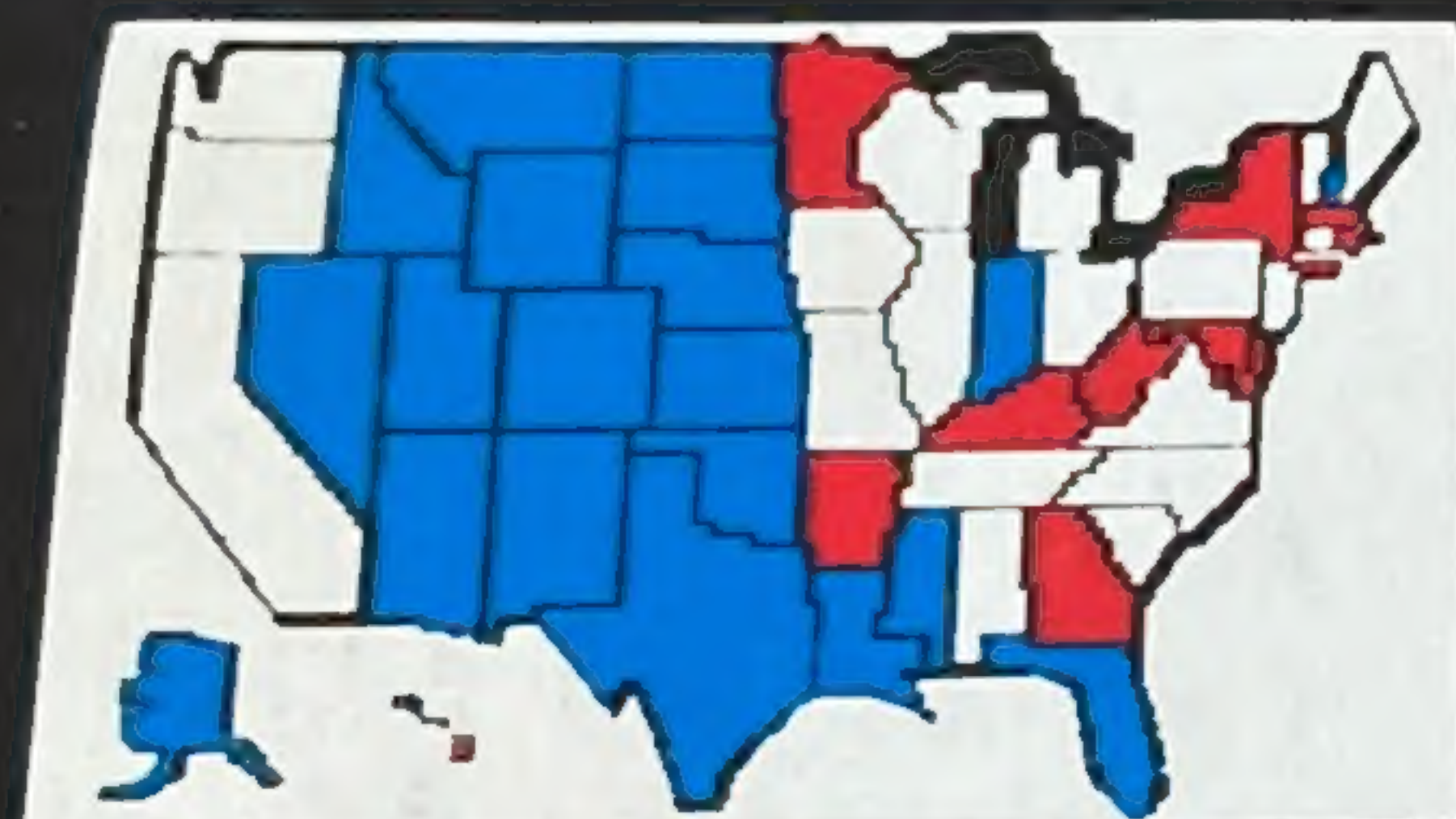
No longer do these frustrations and questions have to go unanswered. Every major electoral parameter has been duplicated to make **PRESIDENT ELECT** the most accurate and realistic model of the campaign process ever made.

Aside from being just a whole lot of fun, this game also holds tremendous potential as an educational tool.

POLITICAL CLIMATE.

You can contest any election from 1960 to 1984 using actual historical candidates or ones you make up.

At the beginning of the game, the computer reflects the prevailing political climate of the specified time based on economic factors and U.S. and foreign news. The candidates' political persuasions will have been either preprogrammed or rated by you based on their responses to over 20 issues as diverse as ERA, environment, SALT Treaty, PLO....



HIT ANY KEY TO CONTINUE...

Every turn(week), Hi-Res map of the U.S. colors states according to the party to which its electoral votes belong. Red for Democratic; blue for Republican; stripes for third party; and white for undecided.

THE CAMPAIGN.

You are given a fixed amount of money to spend on your candidate's campaign. You must allocate your funds among national, regional, and key-state advertising. Time and frequency of campaign stops must also be carefully planned to avoid fatigue. During the campaign, national and foreign crises may arise to challenge you.

You'll be asked if you wish to debate. Like a real debate, you'll be scored on your answers and speaking ability.

NOW STARTING THE WEEK OF
SEPTEMBER 1 - 7

AS OF LAST WEEK, THE AVERAGE NATIONAL
POLL GAVE THE FOLLOWING PERCENTAGES AND
PROJECTIONS FOR EACH OF THE CANDIDATES:

CARTER	40%
REAGAN	35%
ANDERSON	14%
PROJ. ELECTORAL VOTES:	
CARTER	122
REAGAN	122
ANDERSON	9
TOO CLOSE TO CALL 274	

HIT ANY KEY WHEN READY TO CONTINUE...

Weekly
polls
project
shifts in
popular
and
electoral
votes.

CARTER CAMPAIGN SPENDING... WEEK 1

UNITS LEFT: 4000
OVERHEAD (MINIMUM) EXPENSES: 500
MAX. ALLOWED EXPENSES FOR WEEK: 4333
SPENT SO FAR THIS WEEK: 1000
CAMPAIGN STOPS
INCLUDES SPEECHES AND APPEARANCES BY
THE CANDIDATE ON THE CAMPAIGN TRAIL...
COST PER CAMPAIGN STOP = 35
COST PER DIFFERENT STATE = 20
COST PER DIFFERENT REGION = 45
MAX STOPS/ WEEK = 35
FATIGUE EFFECTS IF > 25
* STOPS IN CALIFORNIA? 25

Screen
displays
campaign
spending
status and
campaign
stops.

QUESTION DIRECTED TO: 1

WHAT IS YOUR POSITION ON THE
CURRENT MILITARY BUDGET? ARE
THERE ANY AREAS YOU BELIEVE
THAT NEED TO BE CUT OR
INCREASED?

ENTER THE % OF TIME THE CANDIDATE WILL
ALLOCATE TO EACH LINE OF ARGUMENT:

? DISCUSS RELEVANT CONSIDERATIONS
STATE OWN POSITION
CONTRAST POSITION WITH OPPONENT'S
ATTACK OPPONENT'S POSITION
KILL TIME (GOOSE, ANECDOTE, ETC.)

A sample
question
and its
possible
approaches
during a
debate.

ELECTION NIGHT.

This is it! Election night can be resolved instantly for the impatient at heart. Or it can be simulated as a hair-raising, minute-by-minute experience.

THREE-PLAYER GAME.

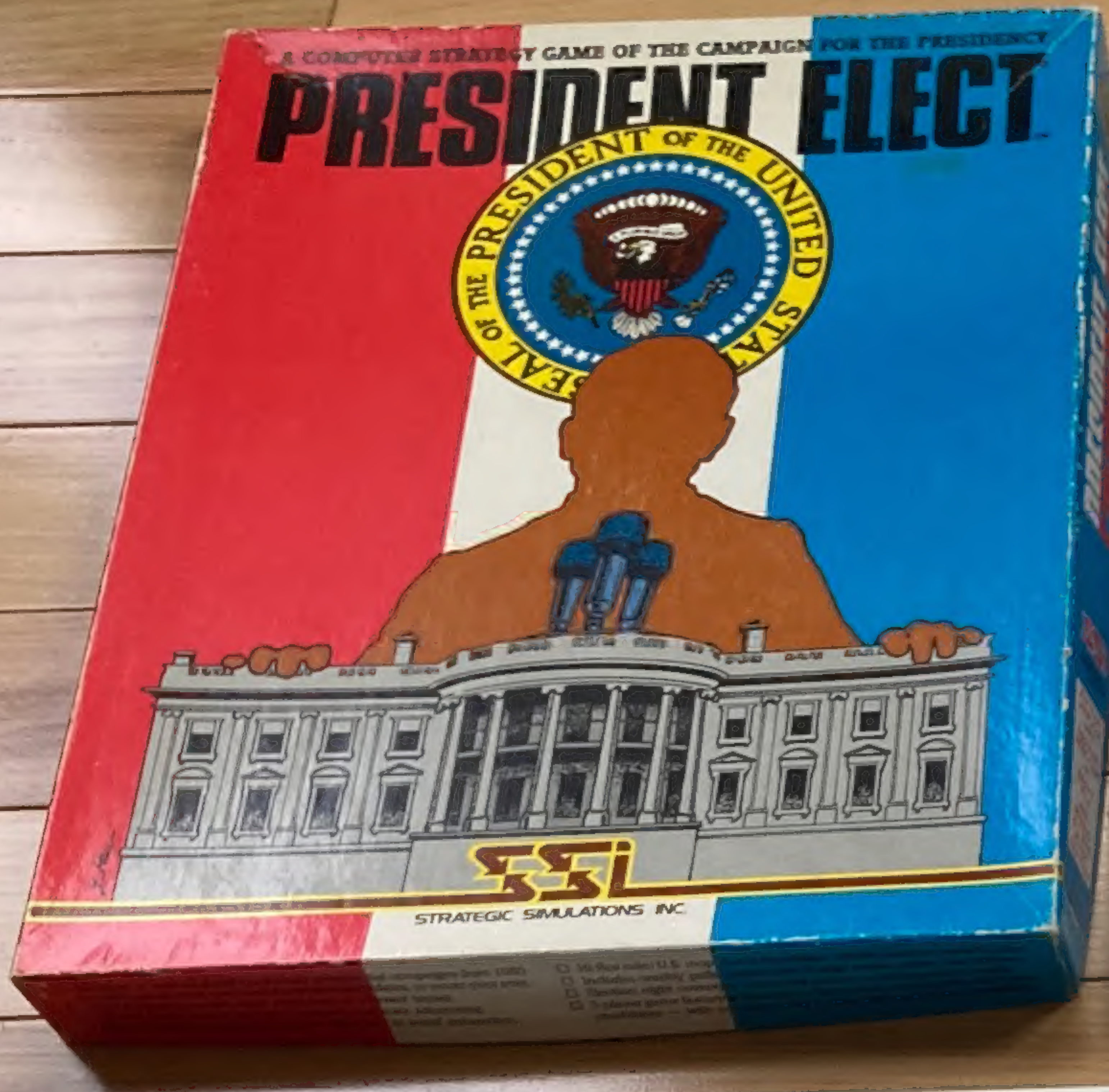
PRESIDENT ELECT accounts for the Republican, Democratic, and possible third-part candidates. The computer can play any or all three positions. It can be programmed to play a game over and over again with major parameters changed each time to see how a particular election turns out. True aspirants to the office, take heed!

Ready. Set. GO! May the best-managed candidate win!

GAME CONTENTS: 5¼" program disc; rule book; 1 data card; 1 campaign strategy pad.







PRESIDENT ELECT CAMPAIGN STRATEGY SHEET									
CANDIDATE									
Week	1	2	3	4	5	6	7	8	9
Cash Remaining \$									
Overhead \$									
National Ad Dollars \$									
Regional Ad Dollars \$									
Names:									
Individual State Ad Dollars \$									
States:									
Campaigning:									
Total Dollars Spent Campaigning \$									
Notes, Like "Debate" or "Trips" Abroad									
Total Spending \$									
Weekly Poll Total Votes	%	%	%	%	%	%	%	%	%
Candidate #1	%	%	%	%	%	%	%	%	%
Candidate #2	%	%	%	%	%	%	%	%	%
Candidate #3	%	%	%	%	%	%	%	%	%
Electoral Votes									
Candidate #1									
Candidate #2									
Candidate #3									
Too close to call									



PRESIDENT ELECT	
SHORT RULES	
INTRODUCTION. PRESIDENT ELECT is a comprehensive simulation of presidential campaigning from labor day to election night. Game functions are rooted as closely as possible to real life. In campaigns, players must plan and execute strategies of their own choosing. Success in a campaign is a function of these strategies, the inherent strengths and weaknesses of the candidates, chance events, and the pre-campaign situation.	
THE SET-UP. To begin play, insert the game disk into your drive and turn on the computer. The first question will ask you whether you wish to 1) start a new game, 2) continue a saved game, 3) demonstrate the graphics, 4) have the computer demo the game by playing the 1960 campaign without player participation. After choosing the indicated option you will be asked whether you have a color or black-and-white monitor. Subsequent questions are self-explanatory.	
If you have selected a new game, you must construct your own scenario. The importance of this segment cannot be overstressed, as the variables you enter have a direct and powerful influence on the course of the game. To construct a scenario, answer each question as requested on the screen and refer to the game manual when necessary. Following are a few notes on setting up a scenario.	
1) Election years are different in two ways. First, the number of popular and electoral votes conform to history, adjusted in the case of popular votes by likely voter turnout. For example, Florida has 10 electoral votes in 1960 and 21 in 1984, due to population shifts. Second, each state is biased to a different degree for one party or another. Massachusetts is much more liberal than Utah. This bias changes from election to election.	
2) Historical scenarios are just that — the historical candidates and conditions are entered automatically. A historical scenario gives you the ability to change conditions and candidates, even to the point of constructing a fictitious candidate. This allows YOU to run for president.	
3) Candidates can be selected irrespective of their party or actual time frame, however unrealistic George McGovern running as a Republican in 1984 may seem.	
4) How the state of the union affects the campaign depends upon who is the incumbent, how the state of the union was when the incumbent party took office, and how good or bad current conditions are.	
The computer can manage all, some, or none of the candidates. It will make the game decisions a human must, without cheating. If you want all candidates to be run by the computer, then you can run the simulation on "autopilot". The campaigning segment will take 45-60 minutes without any player inputs required. You regain control when the election returns begin.	
THE GAME. The campaign is nine weeks (turns) long. Each week players receive a poll that shows the national popular vote with a 2% margin of error (on rare occasions the error may be greater). The individual states have a 4% margin of error. For a state to be considered likely to vote for a candidate the polls must show the candidate leading by over 4%. For a state to be considered solidly in support of a candidate the candidate must be leading by over 15%. During the campaign, the candidates try to improve their positions through the expenditure of campaign funds on overhead, advertising, campaign stops, and foreign travel.	
OVERHEAD. Overhead is unavoidable; for major candidates overhead starts at \$500 units a week and increases by \$100 units each week. It does not contribute directly to swaying votes, but is essential in running a campaign. Overhead is variable for third-party candidates.	
ADVERTISING. There are three kinds of advertising, each serving a different purpose.	
1) National advertising covers the entire nation. Dollar-for-dollar it sways the most net votes; however, it is not focused and is not the most effective way to swing particular states.	
2) Regional advertising is more effective in swaying states, but only in the region chosen.	
3) Individual state advertising is excellent for swaying large states where the voting is close, but it is a very expensive way to buy votes. To select a state, enter its two-letter postal code shown on the map.	
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All players receive an intelligence report at the end of the campaign phase, showing an estimate of each candidate's dollar expenditures in each state. Also shown are the number of stops made by each candidate in each state.	
Each week the players are offered the opportunity to debate, if they are willing. Agreement comes only through the mutual consent among potential debaters on who will debate and how many questions will be asked.	
At the end of each week, strengths are adjusted based on the decisions of the candidates and the events that have transpired. Each new week begins with a new poll.	
ELECTION NIGHT. After the ninth week, the results of the election are given and a winner declared. The election night may be simulated in real time (4-6 hours) or the votes may be tallied in less than 15 seconds. The players are given the opportunity to decide how to resolve the election night.	

ET



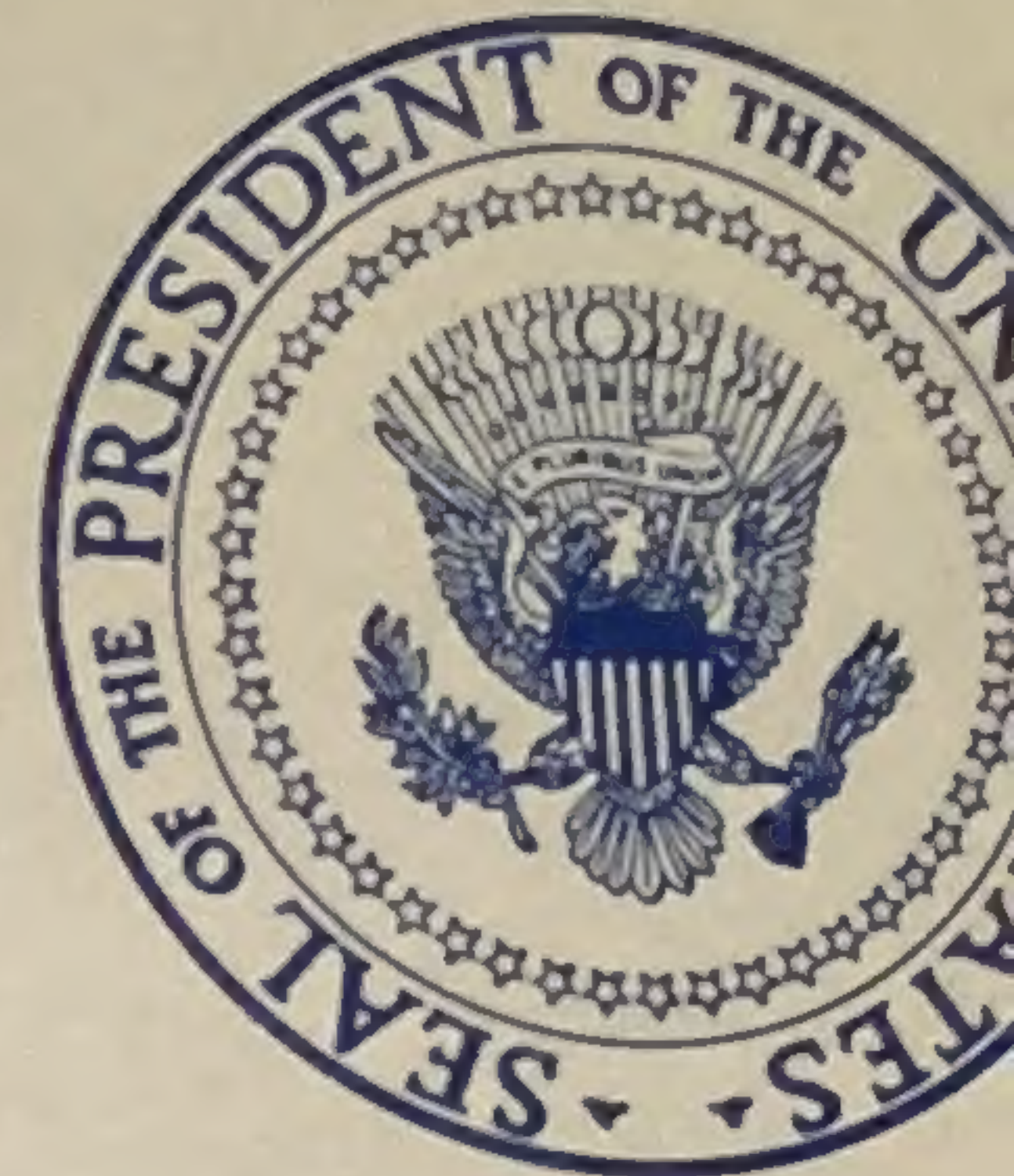
PRESIDENT ELECT

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array
maker
840



You never thought your computer could be this exciting!



INTRODUCTION.

sive simulation of pre
election night. Game f
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THE SET-UP.

drive and turn on th
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participation. After
asked whether you
Subsequent questi

If you have sel
own scenario. Th
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scenario, answer e
refer to the game
notes on setting

- 1) Election years
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- 3) Candidates
actual time



**PRESIDENT
ELECT**

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PRESIDENT ELECT™

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REPUBLICANS

NAME	SOCIAL VIEWS	ECONOMIC VIEWS	FOREIGN POLICY VIEWS	OVERALL	SPEAKING ABILITY	MAGNETISM	POISE	HOME STATE
ANDERSON, JOHN	68	30	55	51	8	6	7	IL
BAKER, HOWARD	28	32	36	32	5	5	6	TN
BUCKLEY, JAMES	3	9	10	7	7	4	7	CT
BUSH, GEORGE	21	22	27	23	5	4	5	CT
CONNALLY, JOHN	7	7	16	10	8	5	6	TX
CRANE, PHIL	3	2	15	7	5	4	3	IL
DOLE, ROBERT	10	10	12	10	4	2	3	KS
FORD, GERALD	22	25	17	21	4	4	5	MI
HAIG, ALEXANDER	8	10	3	7	3	3	3	PA
HATCH, ORRIN	7	8	10	8	5	3	7	UT
HELMS, JESSE	0	1	2	1	4	1	4	NC
GOLDWATER, BARRY	1	5	7	4	5	4	5	AZ
KEMP, JACK	12	3	22	12	7	7	5	NY
LAXALT, PAUL	9	8	12	10	5	3	6	NV
LINDSAY, JOHN	93	93	80	84	4	5	5	NY
LUGAR, RICHARD	15	12	22	17	5	6	5	IN
NIXON, RICHARD	39	41	30	36	6	5	8	CA
REAGAN, RONALD	10	4	10	8	8	8	7	CA
ROCKEFELLER, NELSON	40	30	40	36	5	4	6	NY
SCRANTON, WILLIAM	27	32	15	25	5	5	5	PA
THOMPSON, JIM	26	21	28	25	5	4	6	IL
WEICKER, LOWELL	78	57	74	70	6	3	4	CT

DEMOCRATS

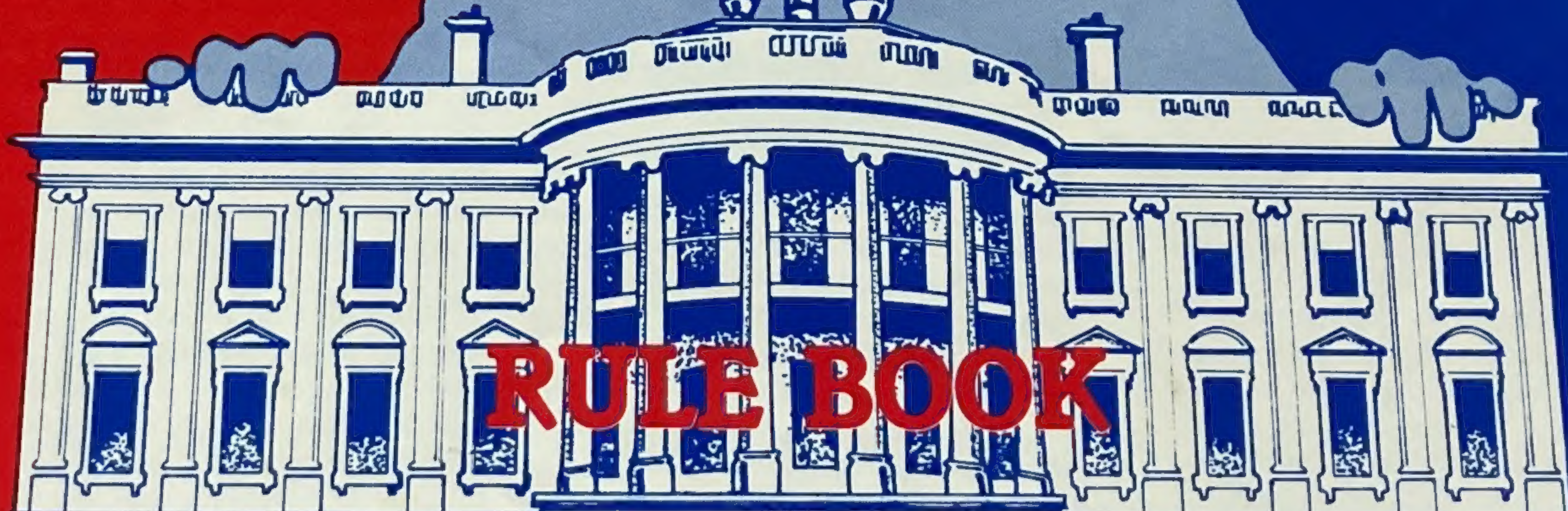
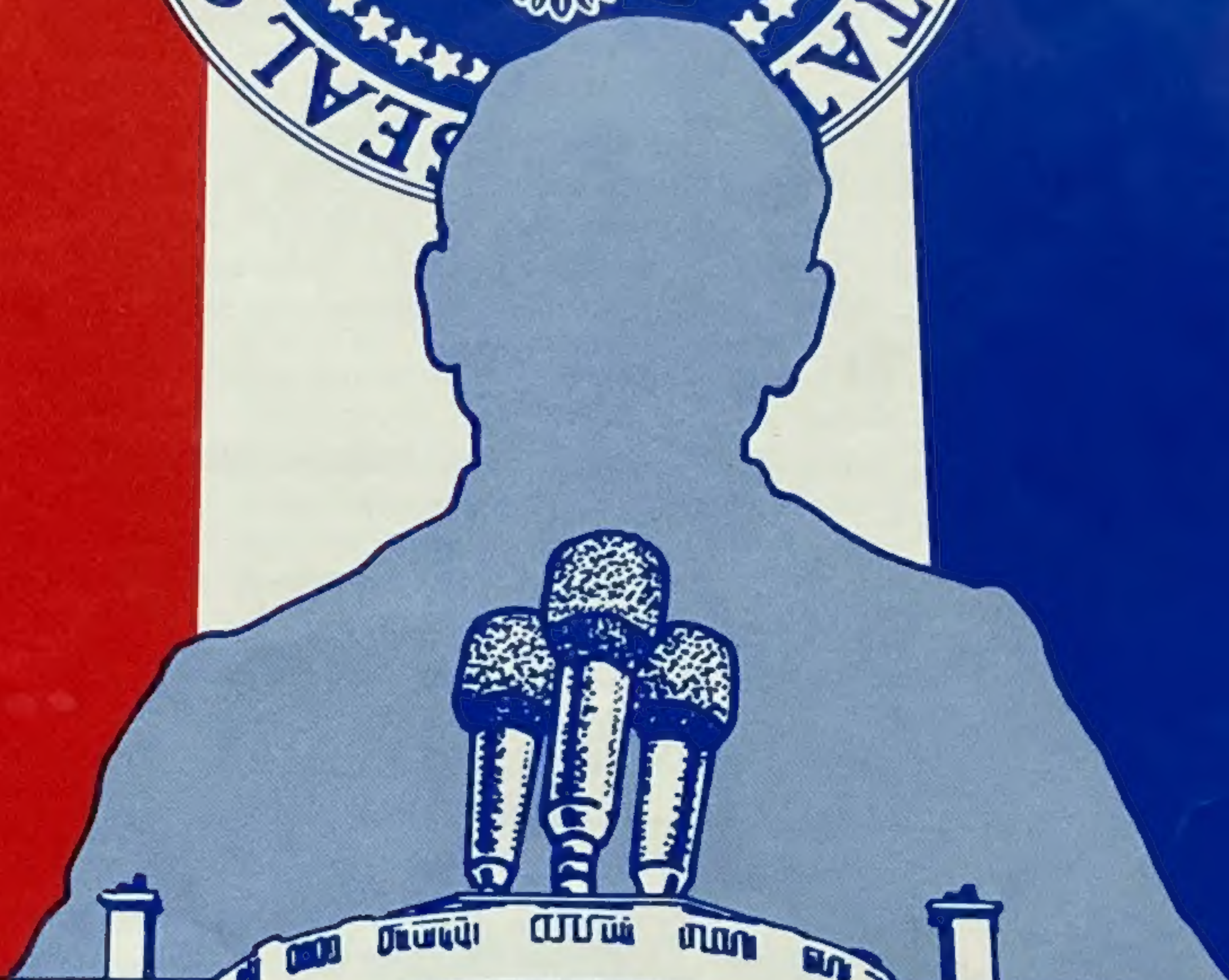
NAME	SOCIAL VIEWS	ECONOMIC VIEWS	FOREIGN POLICY VIEWS	OVERALL	SPEAKING ABILITY	MAGNETISM	POISE	HOME STATE
BRADLEY, BILL	79	63	71	71	6	7	7	NJ
BROWN, JERRY	82	40	86	69	4	4	4	CA
BROWN, JOHN	61	56	55	57	5	6	6	KY
BYRD, ROBERT	79	64	65	69	6	6	8	WV
CARTER, JIMMY	59	59	65	61	3	4	8	GA
CHISHOLM, SHIRLEY	97	100	98	98	6	3	3	NY
HUMPHREY, HUBERT	91	79	85	85	5	5	7	MN
JACKSON, HENRY	54	42	31	42	4	2	7	WA
JOHNSON, LYNDON	78	66	38	60	5	6	9	TX
KENNEDY, JOHN	84	57	37	59	7	8	7	MA
KENNEDY, ROBERT	91	82	70	81	7	8	8	NY
KENNEDY, TED	92	86	87	88	7	7	5	MA
MCCARTHY, EUGENE	86	81	97	88	4	7	7	MN
MCGOVERN, GEORGE	94	77	95	89	4	3	5	SD
MONDALE, WALTER	92	83	84	86	6	5	6	MN
MOYNIHAN, D. PATRICK	59	62	46	56	8	4	8	NY
MUSKIE, ED	82	75	74	77	4	5	4	ME
ROCKEFELLER, JAY	75	65	69	70	2	4	5	WV
UDALL, MO	72	74	82	76	3	4	5	AZ
WALLACE, GEORGE	11	36	8	18	6	6	4	AL
YOUNG, ANDREW	97	96	98	97	6	6	1	GA

THIRD PARTY

CLARK, ED	28	0	62	30	2	2	5	CA
COMMONER, BARRY	97	95	93	95	3	2	3	MA

0 (extremely conservative) 50 (moderate) 100 (extremely liberal) 9 (good/high) 1 (bad/low)

PRESIDENT ELECT™



STRATEGIC SIMULATIONS INC.

ruins begin.

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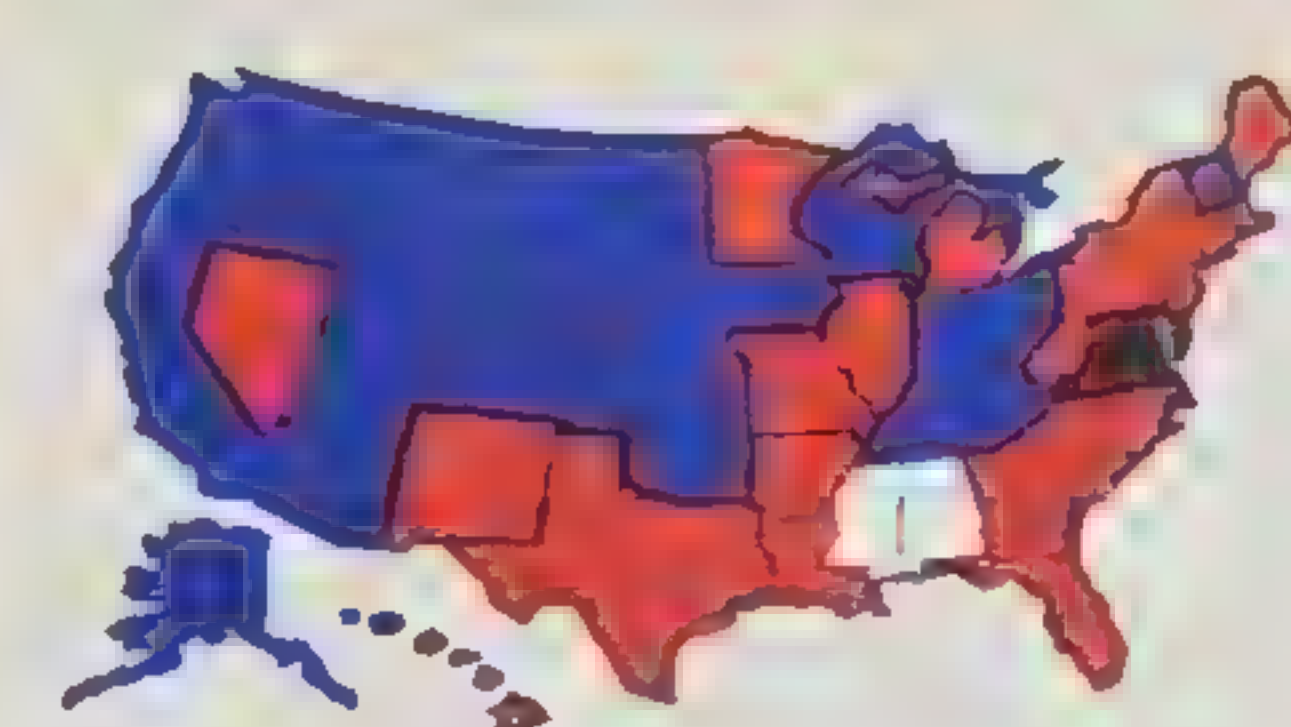
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debate. each time to see how aspirants to the office

Ready. Set. GO! May the best managed candidate win!

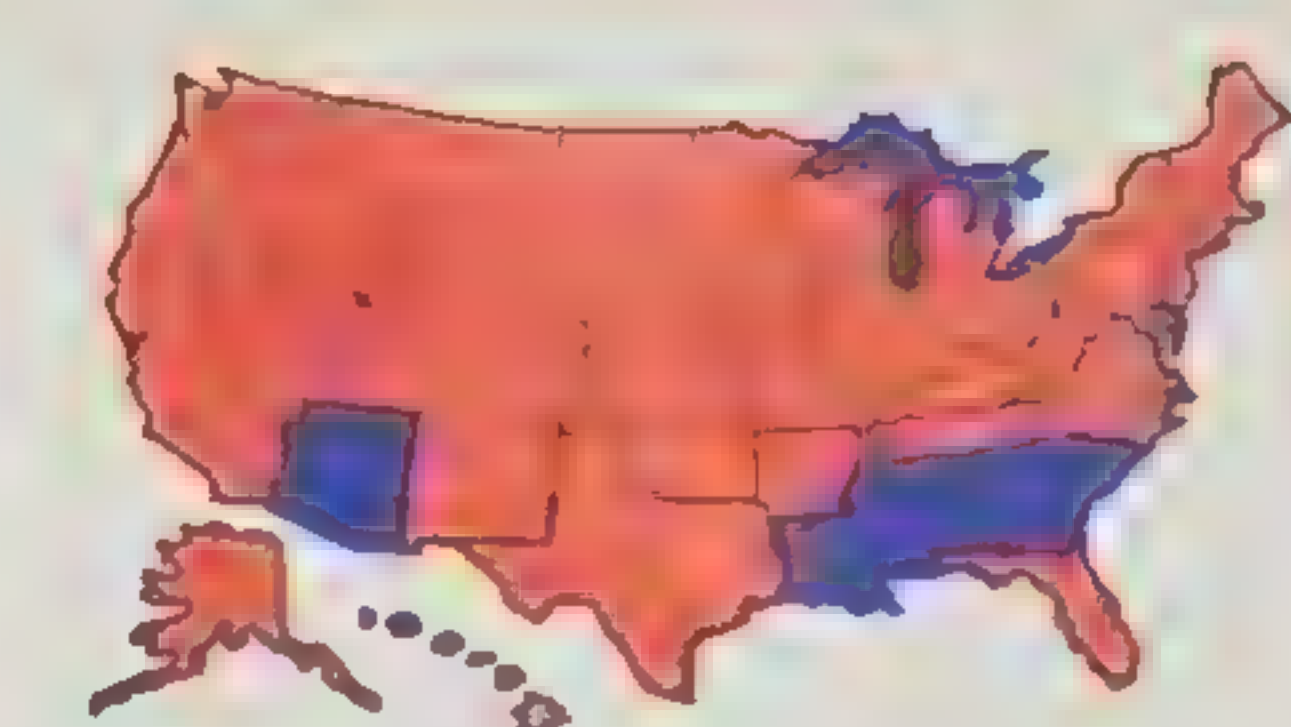
disc, rule book, 1 data card, 1 campaign strategy



Electoral votes for each state

1960

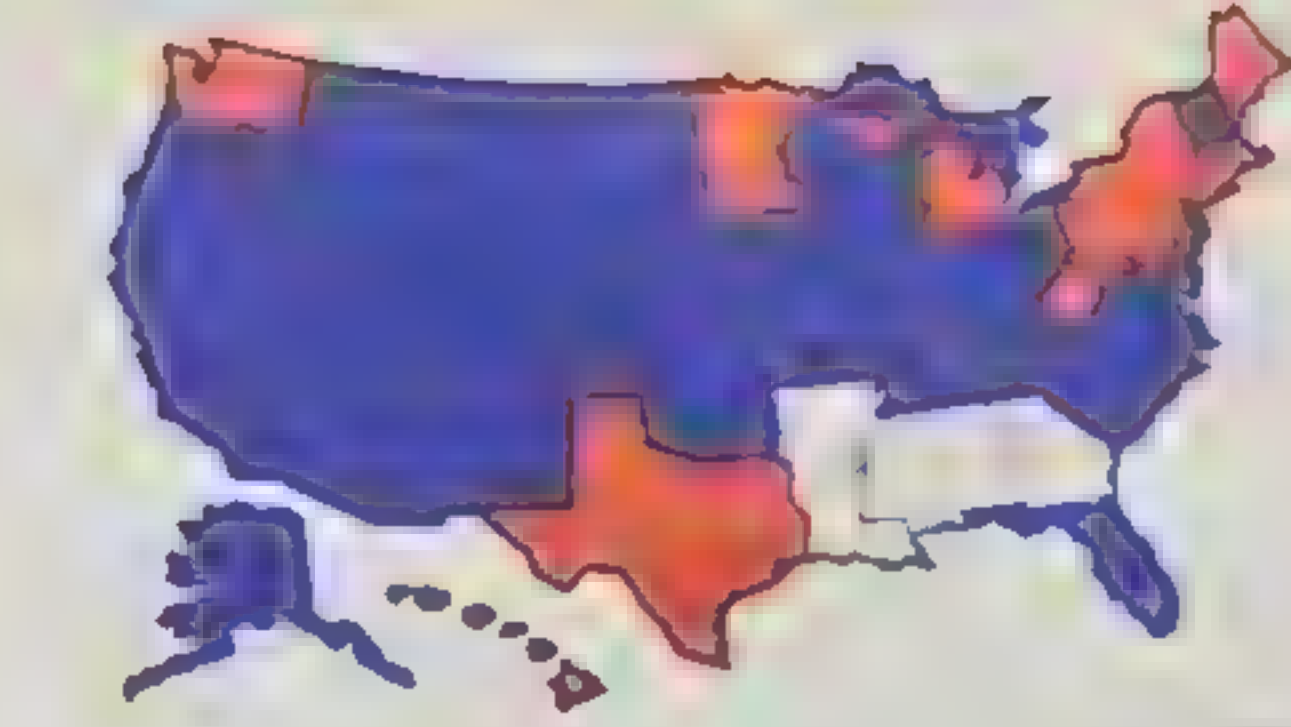
Alabama	11
Alaska	3
Arizona	5
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3



Electoral votes for each state

1964

Alabama	10
Alaska	3
Arizona	5
Arkansas	6
California	41
Colorado	6
Connecticut	8
Delaware	4
Florida	13
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	9
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	43
North Carolina	13
North Dakota	4
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	20
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	11
Texas	20
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	7
Wisconsin	12
Wyoming	3



Electoral votes for each state

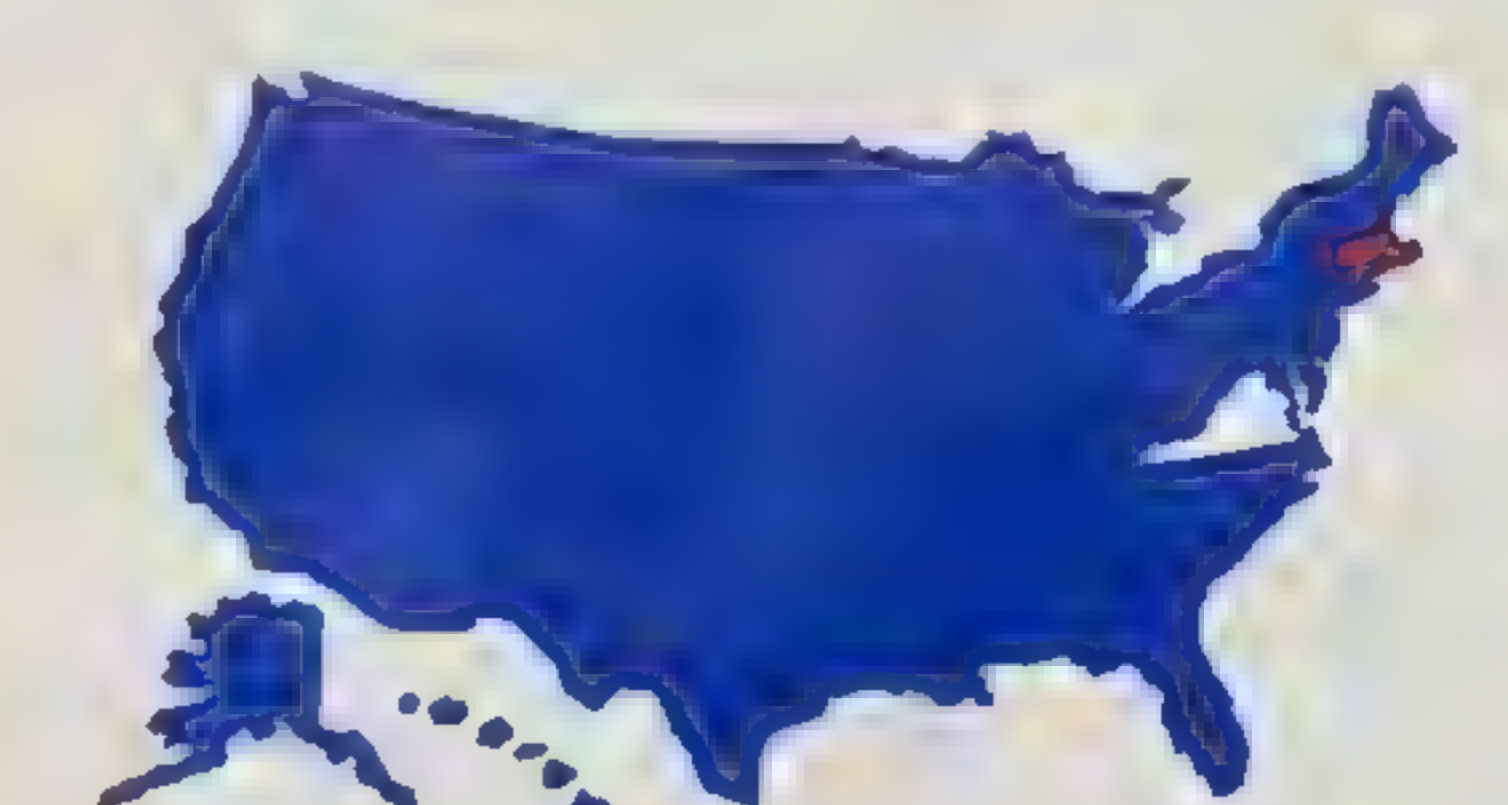
1968

Alabama	10
Alaska	3
Arizona	5
Arkansas	6
California	41
Colorado	6
Connecticut	8
Delaware	3
Florida	14
Georgia	14
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	9
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	43
North Carolina	13
North Dakota	4
Ohio	26
Oklahoma	8
Oregon	6
Pennsylvania	20
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	11
Texas	20
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	7
Wisconsin	12
Wyoming	3

Electoral votes for each state

1968

Alabama	10
Alaska	3
Arizona	5
Arkansas	6
California	41
Colorado	6
Connecticut	8
Delaware	3
Florida	14
Georgia	14
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	9
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	43
North Carolina	13
North Dakota	4
Ohio	26
Oklahoma	8
Oregon	6
Pennsylvania	20
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	11
Texas	20
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	7
Wisconsin	12
Wyoming	3



Electoral votes for each state

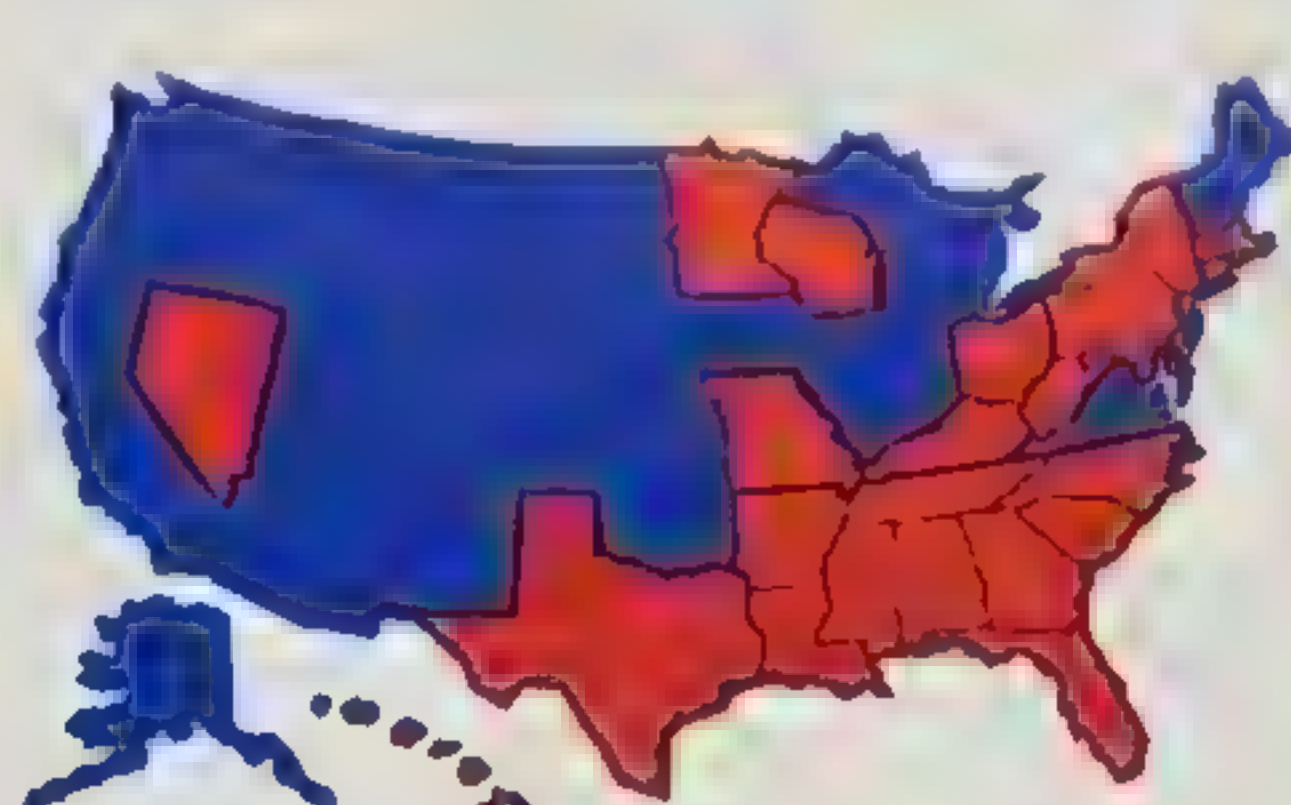
1972

Alabama	9
Alaska	3
Arizona	6
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3

Electoral votes for each state

1972

Alabama	9
Alaska	3
Arizona	6
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3



Electoral votes for each state

1976

Alabama	9
Alaska	3
Arizona	6
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3

Electoral votes for each state

1976

Alabama	9
Alaska	3
Arizona	6
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	14
Michigan	21
Minnesota	10
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3



Electoral votes for each state

1980

Alabama	9
Alaska	3
Arizona	6
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	16
Michigan	20
Minnesota	11
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3

Electoral votes for each state

1980

Alabama	9
Alaska	3
Arizona	6
Arkansas	6
California	45
Colorado	7
Connecticut	8
Delaware	3
Florida	17
Georgia	12
Hawaii	4
Idaho	4
Illinois	26
Indiana	13
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	16
Michigan	20
Minnesota	11
Mississippi	7
Missouri	12
Montana	4
Nebraska	5
Nevada	3
New Hampshire	4
New Jersey	17
New Mexico	4
New York	41
North Carolina	13
North Dakota	3
Ohio	25
Oklahoma	8
Oregon	6
Pennsylvania	27
Rhode Island	4
South Carolina	8
South Dakota	4
Tennessee	10
Texas	26
Utah	4
Vermont	3
Virginia	12
Washington	9
West Virginia	6
Wisconsin	11
Wyoming	3



Electoral votes for each state

1984

Alabama	9
Alaska	3
Arizona	7
Arkansas	6
California	47
Colorado	8
Connecticut	8
Delaware	3
Florida	21
Georgia	12
Hawaii	4
Idaho	4
Illinois	24
Indiana	12
Iowa	8
Kansas	7
Kentucky	9
Louisiana	10
Maine	4
Maryland	10
Massachusetts	13
Michigan	20
Minnesota	10
Mississippi	7
Missouri	11
Montana	4
Nebraska	5
Nevada	4
New Hampshire	4
New Jersey	16
New Mexico	5
New York	36
North Carolina	13
North Dakota	3
Ohio	23
Oklahoma	8
Oregon	7
Pennsylvania	25
Rhode Island	4
South Carolina	8
South Dakota	3
Tennessee	11
Texas	29
Utah	5
Vermont	3
Virginia	12
Washington	10
West Virginia	6
Wisconsin	11
Wyoming	3

- Democratic
- Republican
- Independent



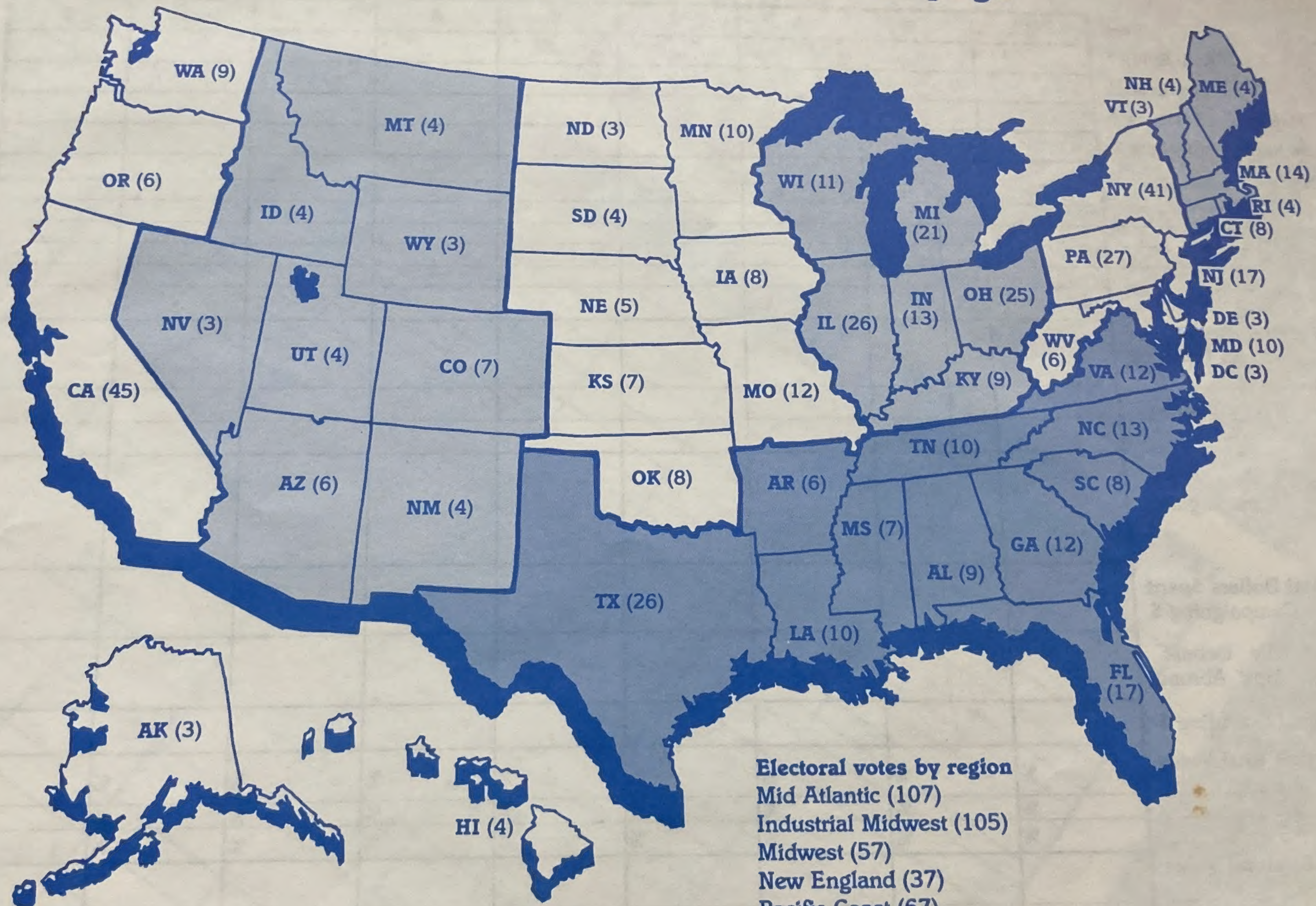
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STRATEGY SHEET

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Electoral Votes per State as of 1980 Campaign



Electoral votes by region
 Mid Atlantic (107)
 Industrial Midwest (105)
 Midwest (57)
 New England (37)
 Pacific Coast (67)
 South (130)
 West (35)
Total Electoral votes (538)

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CAMPAIGN STRATEGY SHEET

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SPORTING SCENE

THE SHORT, IMPRESSIVE LIFE OF THE FIRST PRESIDENTIAL-ELECTION VIDEO GAME

By Charles Bethea October 6, 2015



Ronald Reagan and Walter Mondale, in 1984. Photograph by Ron Edmonds/AP

In 1978, after finishing a tour in the Army with the 82nd Airborne Division, Nelson Hernandez enrolled at Marshall University, in West Virginia, where he took an entry-level computer-science course. A year and a half later, having become proficient in the BASIC programming language, he read about Apple's latest offering: the Apple II+. In August of 1980, he bought one of the clunky machines. "I remember it cost me eighteen hundred dollars," Hernandez, who is fifty-nine years old and lives in Austin, Texas, told me recently. "A tremendous sum for a college student on an

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